



There is **STILL** space available in the USA Pavilion. Don't miss this **EXCELLENT** opportunity!

Venue: Coex Convention and Exhibition Center (Seoul's premiere venue!)

Dates: March 16-18, 2005

U.S. Pavilion:

- ❖ Largest country pavilion
- ❖ Business Center equipped with computers and Internet access
- ❖ Full Walk-on-Booth Package AND/OR raw space options
- ❖ Pre-show market information and market tours

The Market:

Advantages for U.S. exporters lie in consumer-oriented, high-value processed products. Total Korean imports of consumer ready products increased 9 percent in 2003 to \$3.7 billion, 41 percent of which were from the United States. Imports of consumer-oriented products from the U.S. increased 16 percent in 2003, growing at a rate double that of total imports.

As statistics suggest, U.S. products have significant advantages in the Korean market; many Koreans are familiar with the taste and style of U.S. food products, and because the English language is so prevalent, the labels on U.S. food products are better understood. U.S. exporters will have an even greater opportunity in this next year to supply processed foods, portion controlled items and private branding to Korean consumers, retailers and importers.

Food Show Plus:

Pre-show registration and product research, translation services, on-site assistance, industry tours, qualifying leads, pre-arranged meetings all for a low fee!

Contacts:

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Walk-on- Booth Price:

\$370 per square meter (9 sq. meter requirement)

Budget Packet:

\$1700 New-to-Market Companies Only...ask for details!